



From décor to real-estate to renovations, **HGTV** is the number one destination for entertaining home-related content. With popular hosts that are the leading experts in their fields, **HGTV** offers clever solutions and a multitude of ideas for remarkable transformations, dramatic makeovers and breathtaking reveals. Whether you are picking the perfect paint colour and stylish accessories, or considering a large-scale reno, **HGTV** is Canada's most inspiring source for home ideas.

HGTV heads into Fall with an all new primetime line-up of returning favourites and new series including:

new series

Consumed Jill Pollack

In this extreme home experiment, overwhelmed families drowning in their excessive amount of stuff are challenged by de-cluttering expert Jill Pollack to survive for 30 days with only the bare essentials. With their worldly possessions temporarily gone, Jill helps them confront their relationships with each other and the effect of clutter on their lives. At the end of it all, they will see their material possessions, homes, and each other in a completely different way. But can families who have been consumed by our consumer society actually change?

Urban Suburban Phil DuMoulin, Sarah Daniels

Brother and sister realtors Phil DuMoulin and Sarah Daniels compete each week to find one family their dream home. Featuring a different Canadian city in each episode, Sarah will prove that the suburbs aren't all cookie cutter houses and soccer moms, while Phil will prove that buying downtown doesn't mean a huge mortgage and little living space. Tune in to find out if each family's dream home is in the city or the suburbs!

Consumed



new series CONTINUED

HGTV'd

**HGTV'd Tanika Ray**

For anyone who has ever wished that HGTV would show up on their doorstep and makeover their home, that dream is about to come true with the new show *HGTV'd*. In each episode, an HGTV star will arrive at the home of a lucky viewer and surprise them with a jaw-dropping transformation in their own home. This show will turn outdated family rooms, dull basements and boring backyards into astonishing, one-of-a-kind spaces that feature high-impact, ingenious, and visually stunning room designs.

Dina's Party Dina Manzo

Dina Manzo, the interior designer and special events planner who first captured America's imagination in *Real Housewives of New Jersey*, will bring her lavish and sumptuous events to HGTV in a new weekly party-planning series. During each episode, Dina and the staff of her event company Design Affairs will create magnificent events in their clients' homes. Whether it's a posh baby shower, an over-the-top fantasy wedding or a grand graduation party, Dina will transform any space into something breathtakingly beautiful and unique. With her extraordinary talents, Dina will make every occasion a perfect celebration for the important moments in a family's life.

**House Hunters on Vacation Taniya Nayak**

In this *House Hunters* spinoff series, HGTV will whisk away one lucky family each week to a beautiful vacation destination. The family only has to answer one question: which home they would like to stay in for a week! Host Taniya Nayak will take each family to tour spectacular homes chosen just for them – will they fall for the beachside villa, a cottage nestled on the hills, or the high-rise condo with incredible city views?

Room Crashers

Designer, contractor, and former *Design Star* finalist Todd Davis is in stores across America looking for unsuspecting homeowners who need some serious help with their home improvement projects. If the homeowners are willing, Todd and his *Room Crashers* team will follow the surprised shoppers home and completely transform their dull and outdated rooms into stunning showpieces!

Room Crashers

**DIGITAL INITIATIVES, STATISTICS AND INNOVATIONS**

- 201,000 Unique Visitors/month – up 22% YoY
- 2.4 million Page Views/month
- 12.4 minutes per visitor/month – up 86% YoY
- More than two-thirds of visitors are A18-49 indexing 129 vs. the online population
- Almost half of the audience is F18-49 indexing 170 vs. the online population
- Video Views have reached an all-time high of 665,000 - 38% YoY increase
- Full episode streaming of *Flipping Out* and season 4 of the ever popular *Sarah's House* coming to the site this Fall



Source: Unique Visitors and Profile data comScore Inc. Media Metrix

Page Views Omniture Site Catalyst. All data March to May 2011 average

returning series



Holmes Inspection

Mike Holmes

Mike Holmes investigates the shortcomings of shoddy, substandard home inspections. Not only does he uncover what was overlooked by the original inspection, once exposed, he can't leave as is – he arranges for his team to set it right.



Sarah's House **Sarah Richardson**

Sarah Richardson buys a home from plans in a new subdivision, and shows you how to transform a builder's beige box into the home of your dreams. Over the course of 13 half-hours, cameras track Sarah and design sidekick Tommy Smythe as they tackle the home's configuration and design, giving this brand new place style and livability right out of the box. *Sarah's House* demystifies the entire process of dealing with your builder, balancing wants and needs, headaches and sweat equity to create the home you really want!



Income Property **Scott McGillivray**

Scott McGillivray rescues first time homeowners from the brutal real-estate market by building income suites to help offset their big mortgages. Scott plans and executes renovations that provide long-term solutions for Generation House Poor.

Professional Grade **Sean Smith**

Savvy and resourceful homeowners tackle a room renovation trying to achieve professional quality results on a limited budget. If they can fool a team of master contractors into thinking they spent more money than their actual out-of-pocket costs — the homeowners will win the difference.

Property Virgins **Sandra Rinomato**

Hosted by Real Estate Guru Sandra Rinomato, series VII focuses on the intense, roller-coaster journey of property virgins' first foray into the real estate market. We take a look at property virgins from a variety of backgrounds, all with unique stories. We meet young couples searching for their first home together, single parent families, adult children buying homes with their parents, and singles that want to invest in real estate.



Flipping Out **Jeff Lewis**

It takes a special kind of personality to handle flipping six multimillion-dollar houses at one time but Jeff Lewis, an obsessive-compulsive successful businessman, pulls it off and turns a six-figure profit on every property. Lewis may blow up every now and then and perhaps fire an employee or two, but he's aware of his "flipping out" tendencies and attempts to counteract them with therapy, spiritual healers, psychics and the like. There's never a dull moment for Lewis and his intriguing cast of characters—a diverse and often disgruntled group of employees he counts as friends.

coming in winter

Canada's Handyman Challenge

Mike Holmes, Scott McGillivray, Bryan Baeumler, Jillian Harris

Canada's Handyman Challenge is HGTV's first series to hold a nationwide search for the best everyday handyman. Teaming up for the first time are HGTV celebrities Mike Holmes (*Holmes on Homes*, *Holmes Inspection*), Scott McGillivray (*Income Property*), and Bryan Baeumler (*House of Bryan*, *Disaster D/Y*). The esteemed judges will travel to Vancouver, Halifax and Toronto to hold LIVE auditions and recruit talented hopefuls. In each major city a top four will be selected to represent their regions (West, East and Central) forming our top twelve. These twelve will progress to Hamilton to compete and strut their stuff, but in the end, only one person will be crowned the winner of *Canada's Handyman Challenge*.

Audience Profile

Demographic Profile

% of A18+ AMA, English Canada

BBM Canada PPM Data M-Su 2a-2a (Jan3-May29/11)

Total TV
HGTV



More likely to:

- Plan to buy a house or condo (148), spend \$1500+ on appliances (123) and \$2000+ on furniture (115)
- Spend \$7500+ on home repair/renovations (124) such as carpets/ flooring (118), windows/doors (110), painting/wallpaper (110), lighting (111), kitchen (122) and bath (119) renovations
- Purchase or lease a \$25-\$40k vehicle (139), have an automobile loan (123) and own a mid/full size SUV (126) or compact pick-up (130), and would definitely consider a hybrid vehicle (117)
- Be considered leaders in style and fashion (113), spend \$500+ on clothing and shoes (114), \$100+ on cosmetics (122), and buy brand name when others are on sale (114)
- Spend \$2000+ on a vacation (111), visit the spa (131), and enjoy gardening (129)
- Visit the health/fitness club (123), prefer low-cal food/drink (116), and consume 6+ diet soft drinks (121) and 6+ real fruit juices (116) in the past week
- Enjoy 4+ spirits (112) or 3+ coolers (118) in the past week

Source: Fall'10 BBM Extended Diary Data, A18-54, English Canada, % composition indexed to TV population, M-Su 6a-2a

Key Research Findings

- Top 10 specialty network against key 18-49/25-54 target groups, ranking #2 against F25-54
- Experienced audience growth over Fall'10 (+8% for A25-54, +7% for A18-49)
- A new Canadian original series, *Decked Out*, was HGTV's #1 program of the Spring
- *Holmes Inspection*, *House Hunters International* and *Property Virgins* continue to be HGTV's most popular programs

Source: BBM Canada PPM Data, Total Canada, Spr'11 STD (Jan3-May29/11), Fall'10 (Aug 30 – Jan 2/11)

